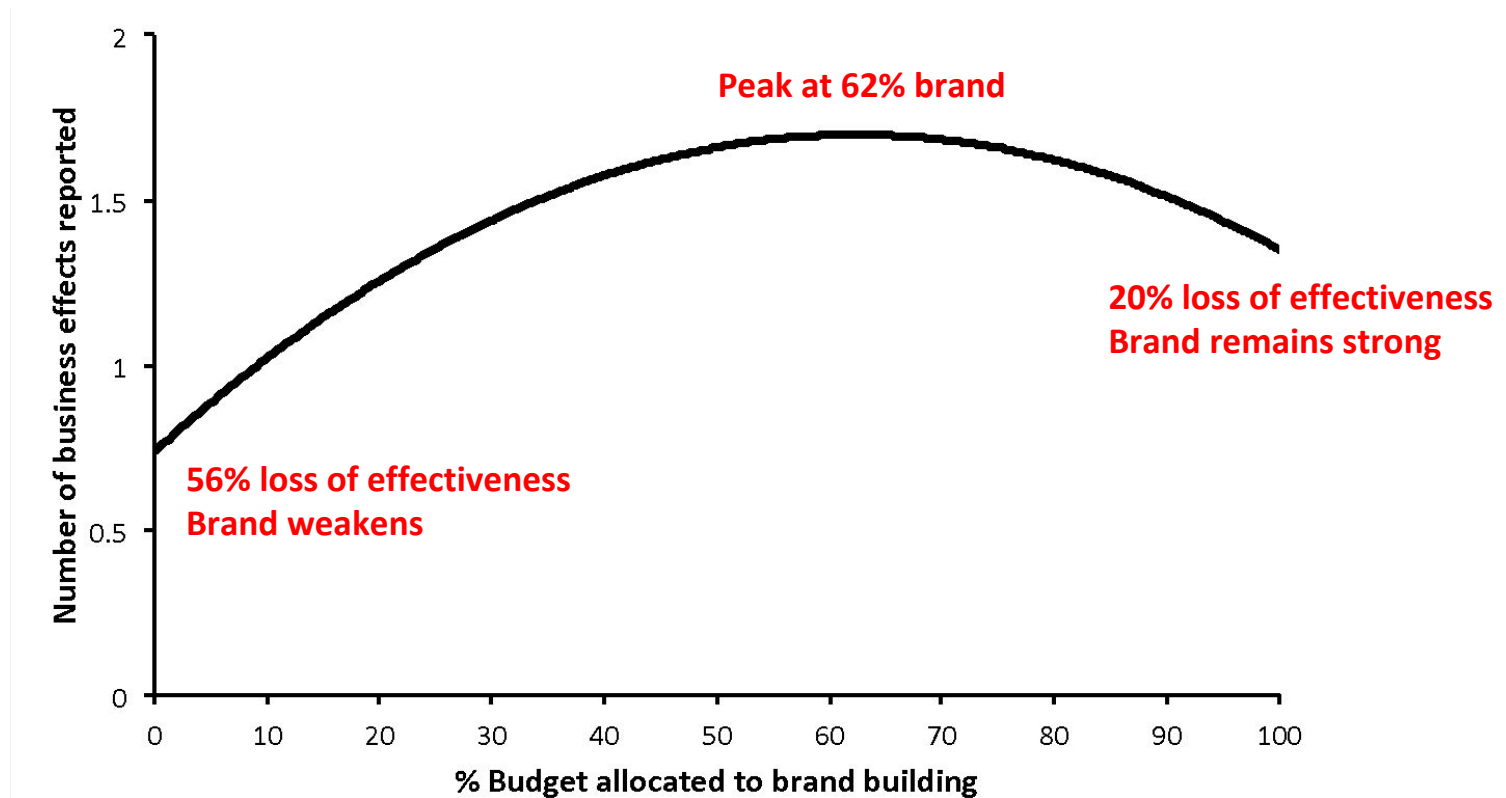


Available from ipa.co.uk or
amazon.co.uk, October 2018

Brand-Activation balance matters



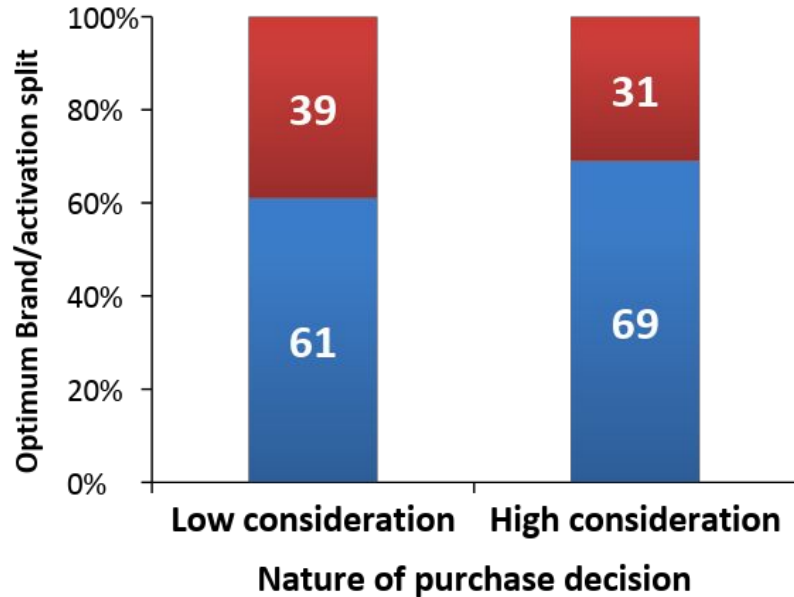
Source: IPA Databank, 1998-2016 for-profit cases

Effectiveness in Context, an IPA Databank publication, Oct 2018

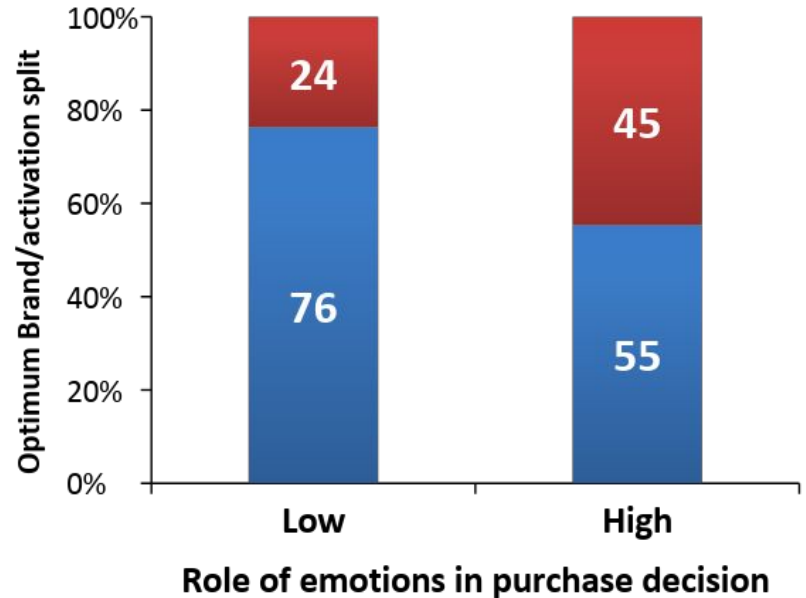


Flexing the 60:40 rule

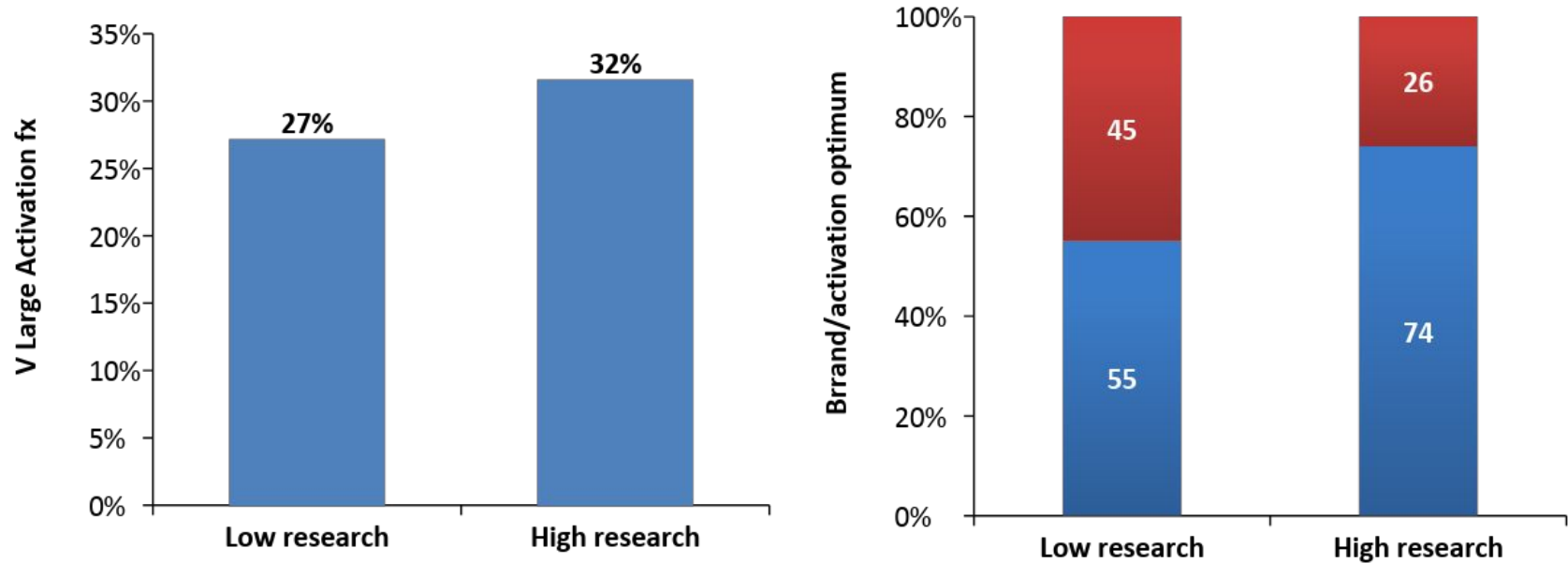
If activation is easy, down-weight it



If brand building is easy, down-weight it

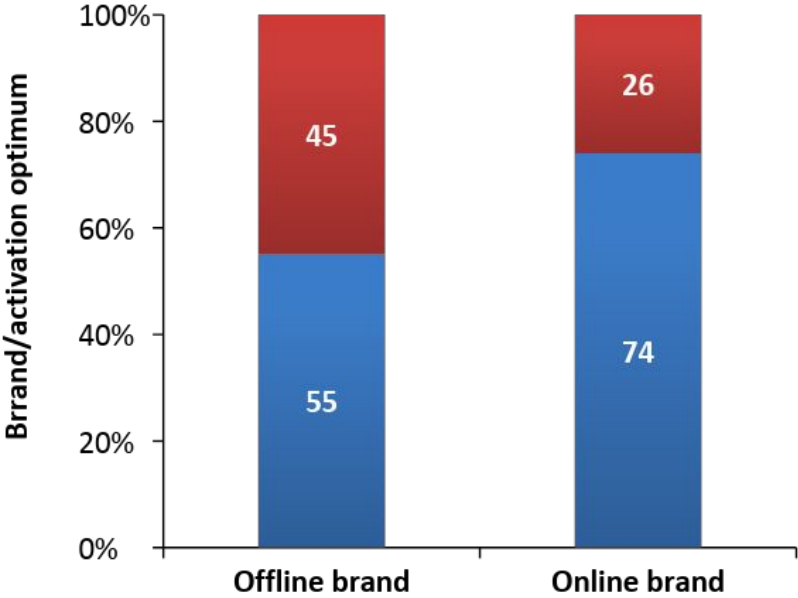
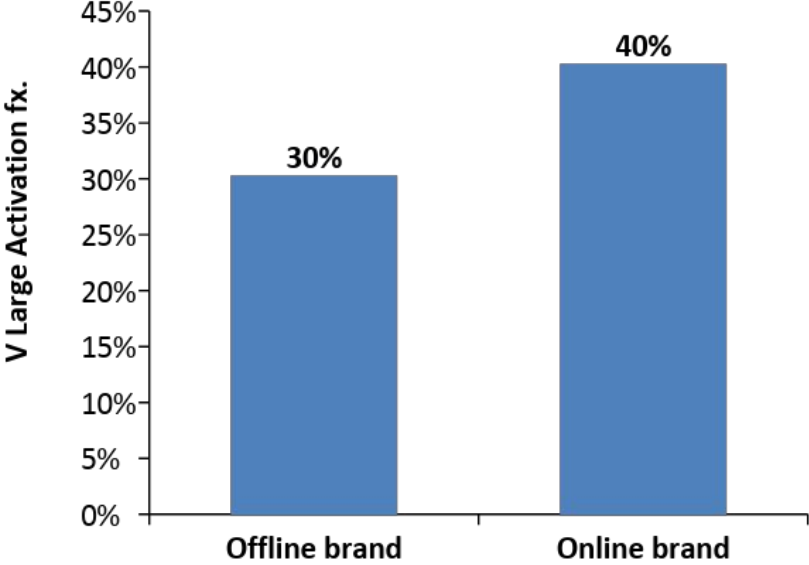


Online research makes activation easier



Source: IPA Databank, 1998-2016 for-profit cases

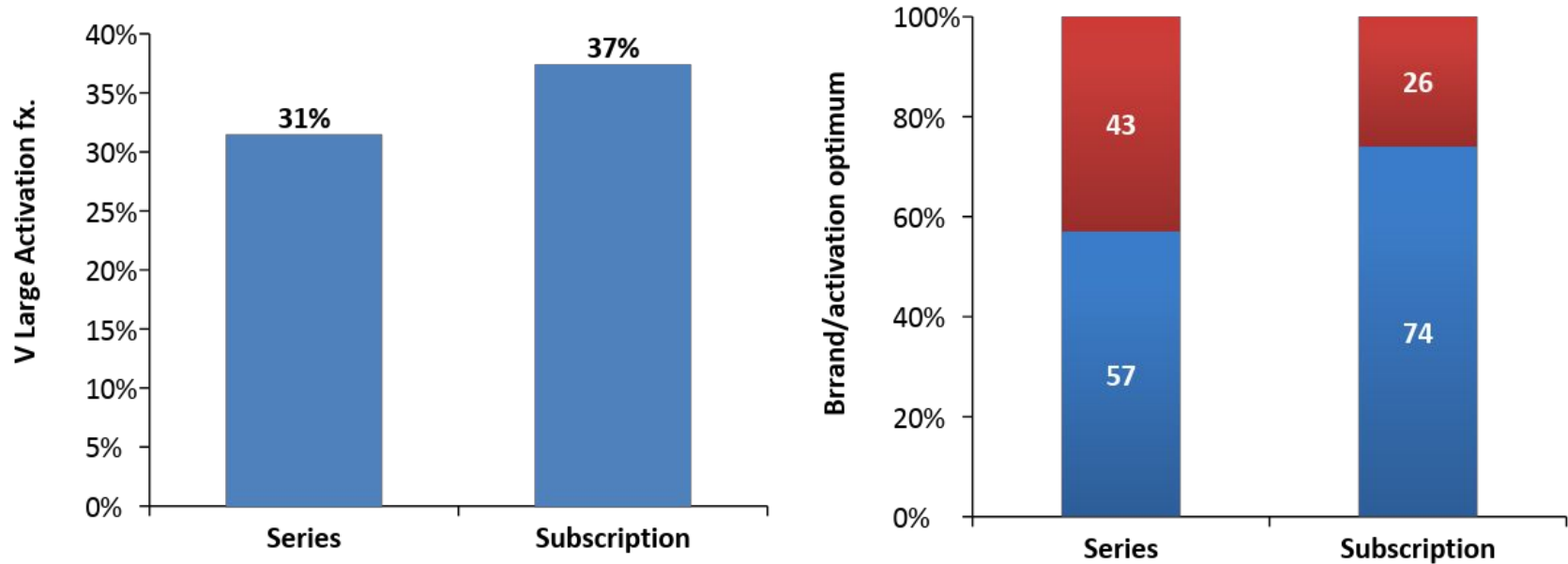
Online selling makes activation easier



Source: IPA Databank, 1998-2016 for-profit cases

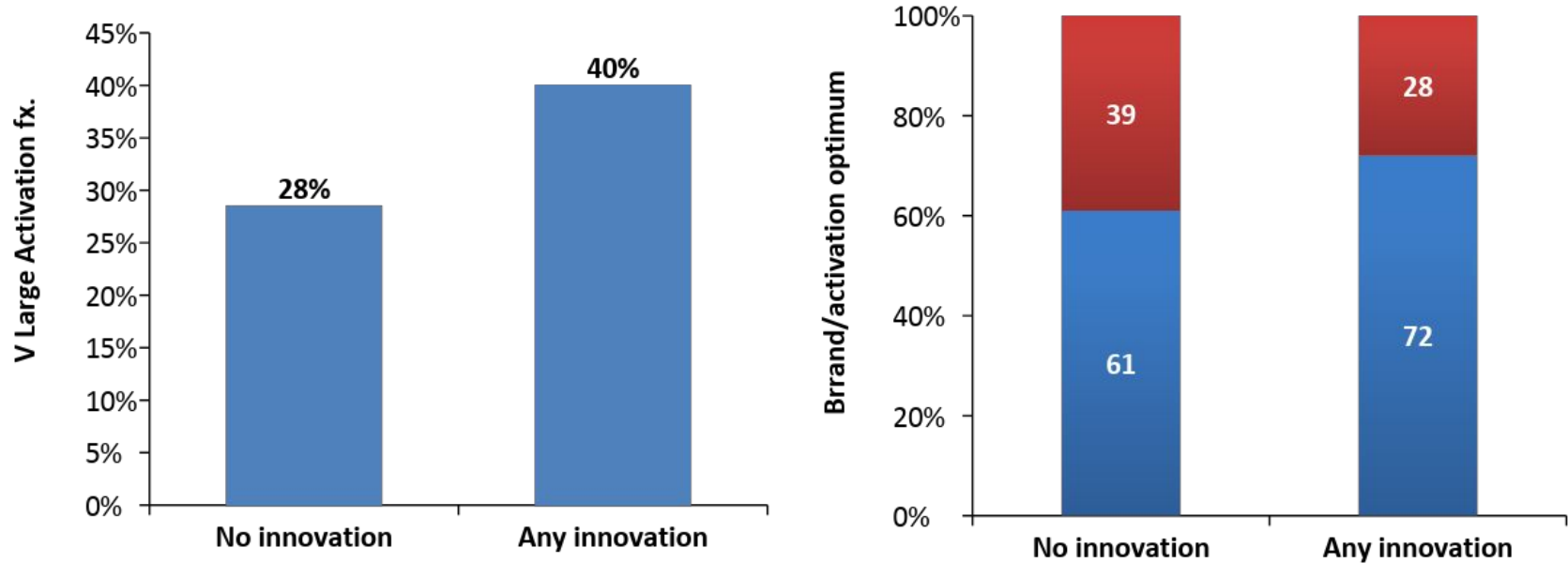


Subscription makes activation easier



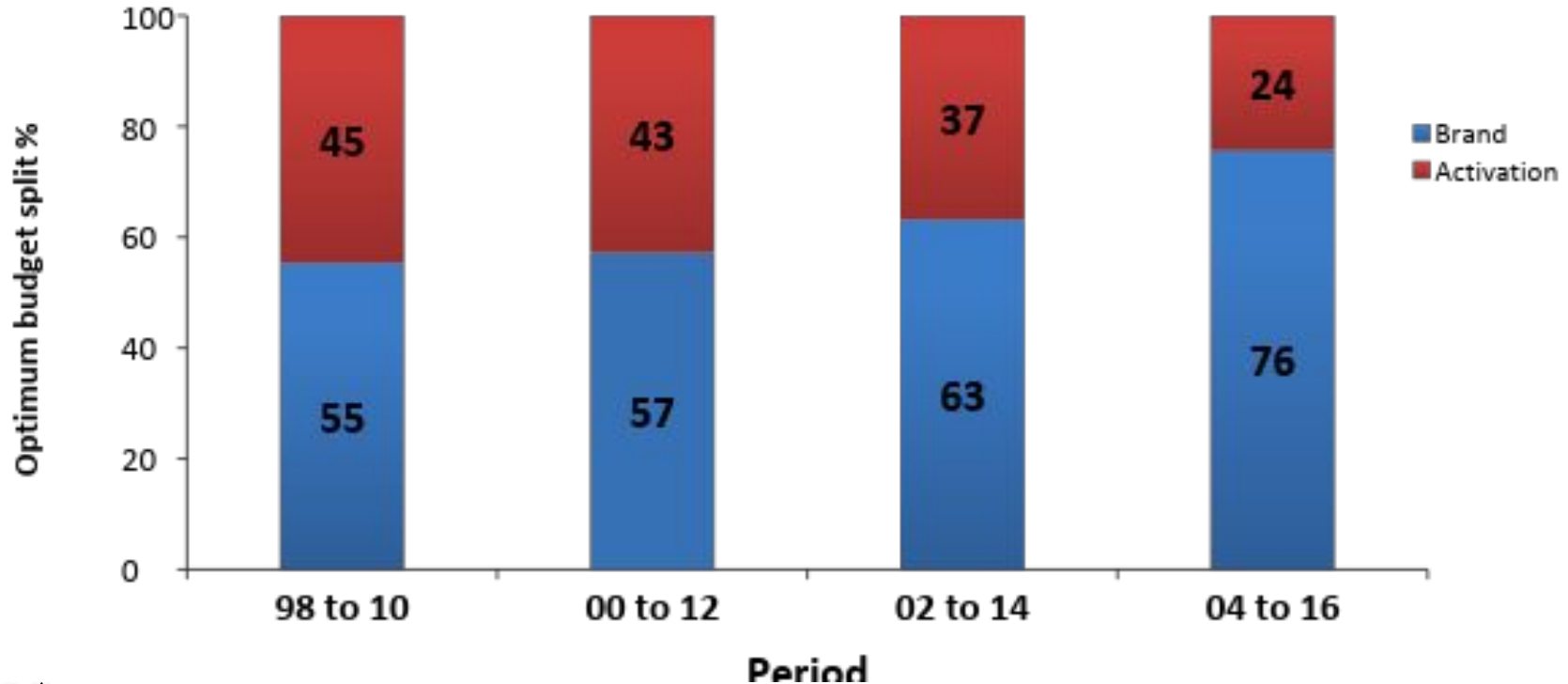
Source: IPA Databank, 1998-2016 for-profit cases

Innovation makes activation easier

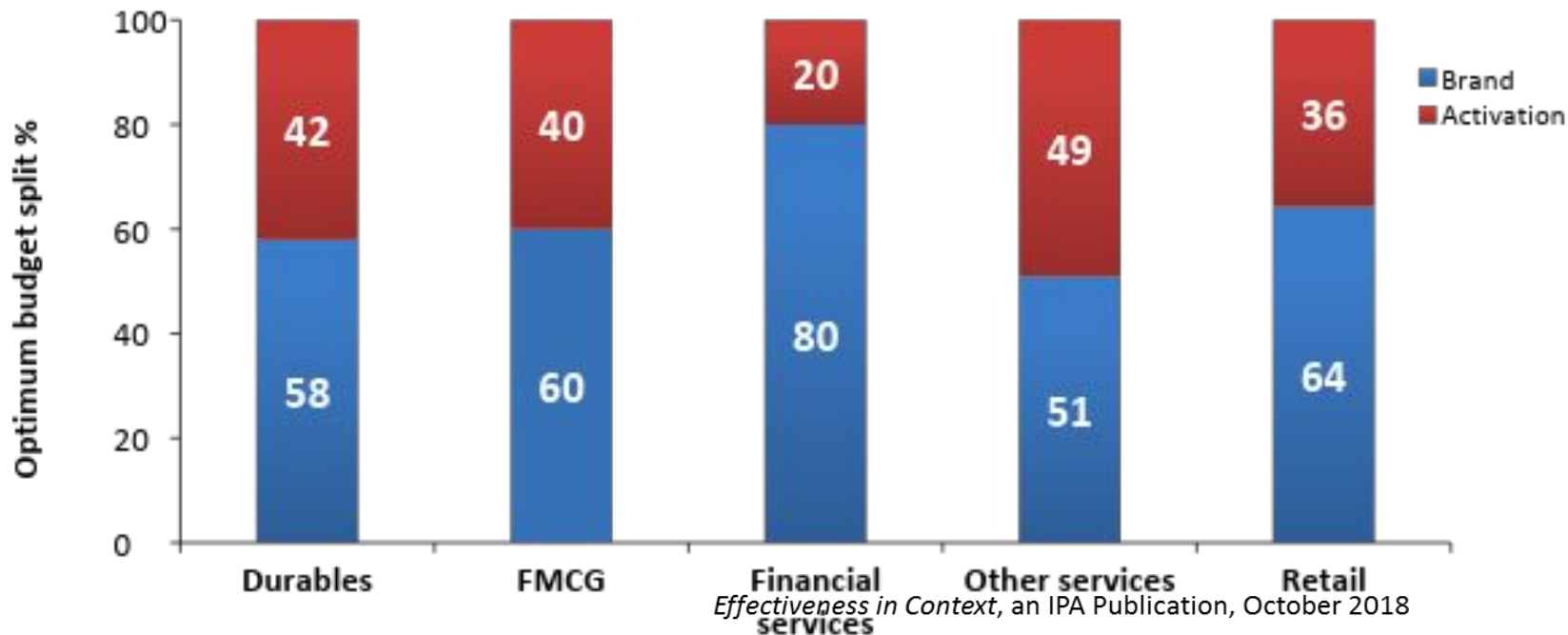


Source: IPA Databank, 1998-2016 for-profit cases

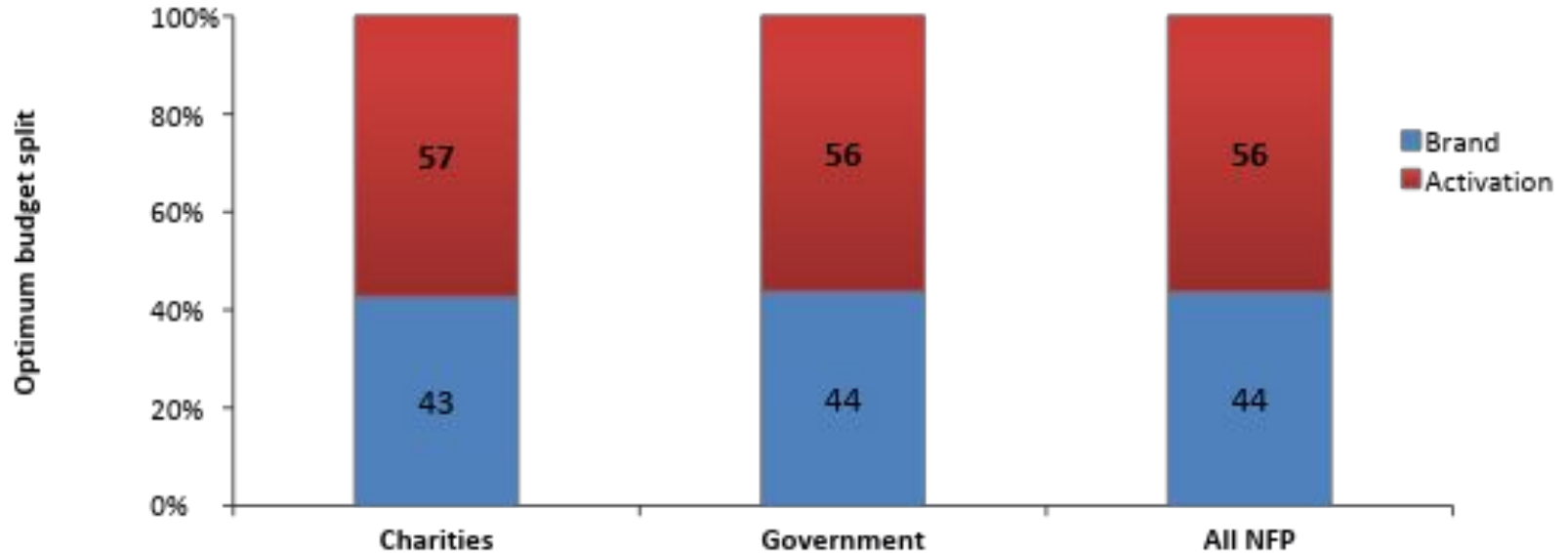
So brand building is becoming more important, not less



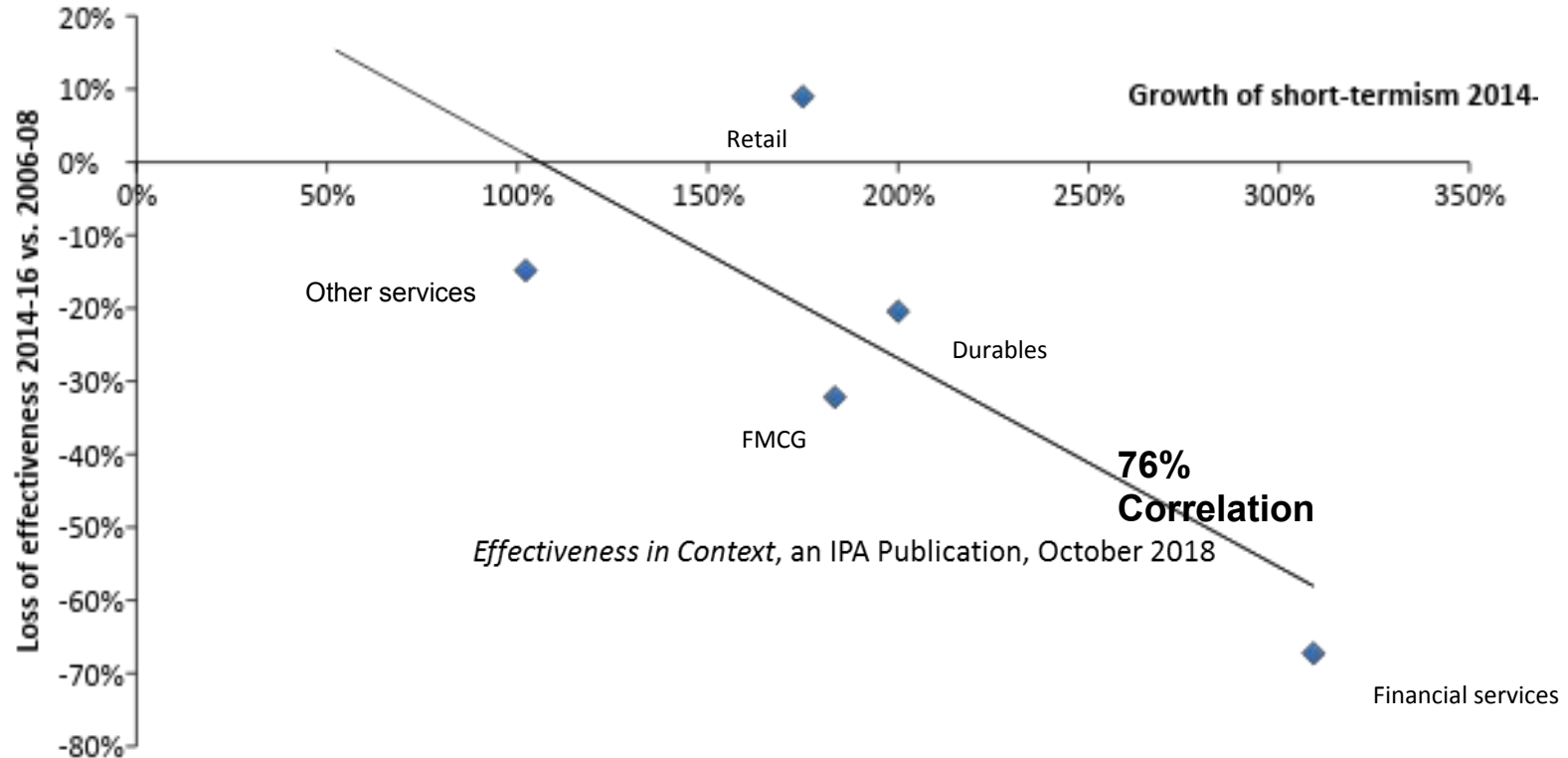
And ideal balances vary across sectors

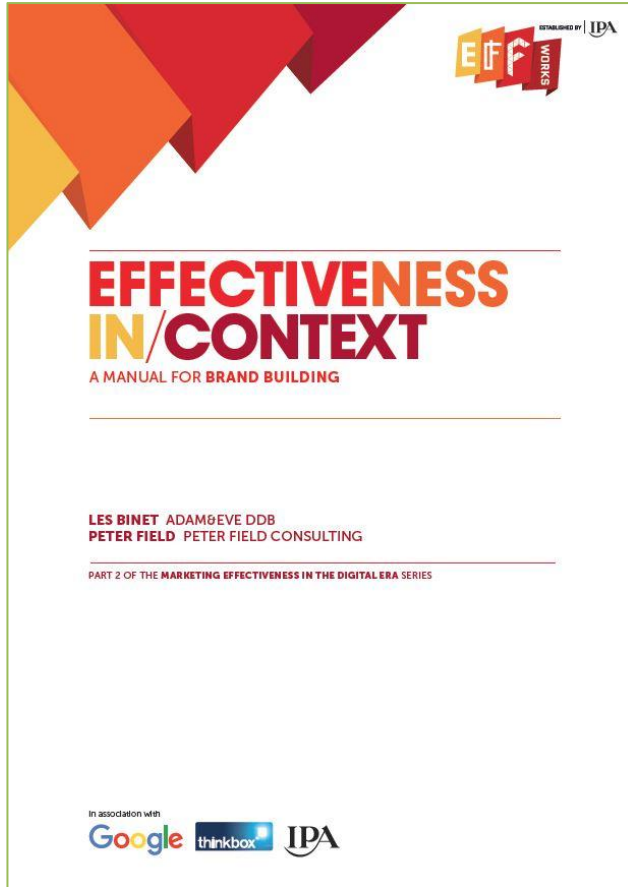


Including the NFP sector



Brand under-investment is damaging effectiveness in most sectors





Available from www.ipa.co.uk or
amazon.co.uk, October 2018